

The activities of the American Cancer Society in high schools continued.

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# Doctor Urges Teens To Quit Smoking Habit

## Dr. Samp Attacks Ads; Lung Cancer Linked in Address

By JOHN LEE

DE PERE (PG) — Smoking can no longer be accepted or shrugged off as a normal habit. Dr. Robert J. Samp explained to student audiences at East and West De Pere High Schools Monday afternoon.

Dr. Samp, medical and scientific director for the American Cancer Society in Wisconsin, appeared at school assemblies under auspices of the Brown County unit of the ACS.

Ripping directly at the advertising of cigarette manufacturers, he declared that we don't have professional athletes who can afford to smoke. He warned against falling for these pictorial testimonials and slogans. "The Thinking Man's Filter," he demonstrated to teenagers at De Pere, "should be up here — in the head!" He warned against this commercial brainwash. It is aimed primarily at the susceptible teenage market, Samp said.

### 'Facilities Swamped'

Dr. Samp said lung cancer today takes as many lives each year in America as do all auto accidents; it accounts for twice as many deaths as tuberculosis. These deaths are confined almost entirely to men and women with the smoking habit in their background.

He revealed that medical science today can save four out of 100 victims of lung cancer — for five years. The other 96 just don't survive that long. If you smoke, be careful, Samp advised. "Our facilities are swamped and we're understaffed. Soon we'll be forced to advise lung cancer victims to go back home and arrange their affairs. It's that serious."

Samp said there are straws in the wind. He cited figures on incidence of lung cancer and coronarys among younger people today. Samp said that the cigarette habit is particularly damaging among young people as it poisons cells during the growth period. He revealed that systemic poisoning due to smoking has been noted in unborn babies. A heart beat effect and accelerated pulse has been recorded in foetal stage due to traces of cigarette byproducts absorbed by the expectant mother, he said.

### Notes Local Concern

Dr. Samp explained that the world is full of cancer-producing materials. He cited chemicals used in food production and processing, cosmetic dyes and even detergent chemicals. "A dash of this and a sprinkling of that, can add up to trouble over a period of years."

"Why add to the load and invite early demise by becoming hooked by the cigarette habit?" he asked.

In question and answer periods which followed the assembly talks, Dr. Samp discovered that many teenagers at De Pere are as concerned about their personal health and the future well-being of the community as is the medical and scientific director for the American Cancer Society.

Dr. Samp's appearances here were arranged with school officials by Miss Esther Larson, public health nurse.

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## Aim Held To Find Effect On Habits

Doctors who last month warned area junior high school students about lung cancer hazards of smoking now plan a four-year statistical survey aimed at finding out whether the warnings had effect.

Plans for the survey were announced today by Broome County Medical Society and the county's unit of American Cancer Society.

The two groups co-sponsored lectures last month at all 24 public and parochial high schools in the county. An estimated 13,500 seventh, eighth and ninth graders heard the talks.

### EDUCATIONAL PROJECT

Dr. Mark H. Williams, chest surgeon and chairman of the Medical Society's educational project, said his committee and the Cancer Society expect to draft a questionnaire on smoking habits, which will be distributed to both junior and senior high school students.

By comparing the data on smoking habits of those now in senior high schools with that of the junior high students who have heard the talks, the medical and cancer societies hope to learn whether the lecture program had "any lasting effect on students' smoking habits in future years."

The lectures were not delivered to senior high school assemblies.

Announced objective of the lectures, which were delivered by a team of medical society members, was presentation of all known facts on relationship of smoking to lung cancer.

### MAJOR CAUSE

Many national health authorities have pointed to smoking as a major cause of lung cancer, but they have been disputed by tobacco industry spokesmen.

The physicians were accompanied by Mrs. Roberta Jeanneret, executive director of the cancer society unit, who showed a series of color slides and distributed a cancer society pamphlet, "Shall I Smoke?"

A medical society spokesman today said the physician team was "impressed by the students' enthusiastic response to the program, particularly during the informal question and answer period."

Mrs. Jeanneret called the project "one of the most worthwhile educational programs ever conducted in Broome County by the cancer society group." Both spokesmen thanked school administrators for "outstanding" cooperation.

Physicians who took part in the talks were:

Dr. Stewart M. Aronowitz, Dr. Carlton F. Bassow, Dr. James J. Burnett, Dr. Paul M. DeLuca, Dr. Edward I. D'Orsogna, Dr. Leonard J. Flanagan, Dr. Donald H. Gent, Dr. Michael J. Maggiore, Dr. William G. McKechnie, District Health Officer Daniel P. McMahon, Dr. Bernhardt I. Wulff and Dr. Williams.

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